



WJLA-TV/DT WASHINGTON, DC

WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

Contract # 198104

Schedule Dates

10/09/12-10/15/12

Advertiser

Obama for America/D (9323)

Agency/T-Code

Greer Margolis & Mitchell (GMMB) (2116)/ELECTR

Product

Political-Political (1088)

Brand

Est 2002 OFA Add to Sked A 10/9 - 10/15 (72463)

Salesperson

Petro, Susan (1110)

Sales Office

WJLA - Core Team

Buyer Name

Nageiberg, Dan

Phone/Fax

/

CPE

OFA/Add to Sked A/2002 10/9 - 10/15

Account Types

Local/Political Candidate Agency

Billing Type

Calendar

Comments

WJLA Arlington (WJLA)			
By Calendar Month	Spots	Rate	
Oct. 2012	43	\$84,200.00	
Grand Total:	43	\$84,200.00	

10/08/12

10/11/12

Susan Petro

No

Normal

Package Deal

15.00

\$12,630.00

\$71,570.00

Sales Tax

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/09/12-10/12/12	4	:30	3:58P- KATIE COURIC			1	2	1	1			5	\$1,200.00	\$6,000.00	WJLA Arlington (WJLA)		10/8/12
2.0	Normal Line / SPOT	10/09/12-10/12/12	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A			1	1	2	1			5	\$600.00	\$3,000.00	WJLA Arlington (WJLA)		10/8/12
3.0	Normal Line / SPOT	10/10/12-10/11/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P				1	1				2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		10/8/12
4.0	Normal Line / SPOT	10/09/12-10/12/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P			1			1			2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		10/8/12
5.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	6:58P- ABC 7 NEWS SPECIAL			1						1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/8/12
6.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	9P- ABC-ABC NEWS					1				1	\$7,000.00	\$7,000.00	WJLA Arlington (WJLA)		10/8/12
7.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	7:57P- ABC-SHARK TANK						1			1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)		10/8/12
8.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	9:01P- ABC-WHAT WOULD YOU DO?						1			1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		10/8/12
9.0	Normal Line / SPOT	10/09/12-10/12/12	4	:30	10:58A- ABC-THE VIEW				1	1	1			4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)		10/8/12
10.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	10:58A- ABC-THE VIEW		1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/8/12
11.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	3:58P- KATIE COURIC		1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/8/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
3050 K Street, NW
Washington, DC 20007

Contract # 198104

Schedule Dates 10/09/12-10/15/12
Advertiser Obama for America/D (9323)
Agency/T-Code Greer Margolis & Mitchell (GMMB) (2116)/ELECTR
Product Political-Political (1088)
Brand Est 2002 OFA Add to Sked A 10/9 - 10/15 (72463)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Nagelberg, Dan
Phone/Fax /
CPE OFA/Add to Sked A/2002 10/9 - 10/15
Account Types Local/Political Candidate Agency
Billing Type Calendar
Comments

Date Entered 10/08/12
Last Modified 10/11/12
Entered By Susan Petro
CO-OP No
Headline #
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,630.00
Net Total \$71,570.00
Sales Tax

WJLA Arlington (WJLA)
By Calendar Month
Oct. 2012 43
Grand Total: 43
Rate
\$84,200.00
\$84,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	1								1	\$600.00	\$600.00	WJLA Arlington (WJLA)		10/8/12
13.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P	1								1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/8/12
14.0	Normal Line / SPOT	10/15/12-10/15/12	3	:30	9A- LIVE!	1								1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/8/12
15.0	Normal Line / SPOT	10/09/12-10/12/12	3	:30	9A- LIVE!		1	1	1	2				5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		10/8/12
16.0	Normal Line / SPOT	10/09/12-10/12/12	3	:30	659A- ABC-GOOD MORNING AMERICA		1	1	1	1				4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		10/8/12
17.0	Normal Line / SPOT	10/10/12-10/12/12	3	:30	658P- WHEEL OF FORTUNE				1	1	1			2	\$4,500.00	\$9,000.00	WJLA Arlington (WJLA)		10/8/12
17.0.1	Closed Preempt	10/11/12															WJLA Arlington (WJLA)	No Avail/Exception -	
18.0	Normal Line / SPOT	10/09/12-10/12/12	3	:30	7:27P- JEOPARDY	2		X	X	X	X			2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/8/12
19.0	Normal Line / SPOT	10/15/12-10/15/12	3	:30	658P- WHEEL OF FORTUNE	1								1	\$4,500.00	\$4,500.00	WJLA Arlington (WJLA)		10/8/12
20.0	Normal Line / SPOT	10/15/12-10/15/12	3	:30	7:27P- JEOPARDY	1								1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		10/8/12
21.0	M/G For 17.0.1 / SPOT	10/11/12-10/11/12	4	:30	658P- WHEEL OF FORTUNE				1					1	\$4,500.00	\$4,500.00	WJLA Arlington (WJLA)	Wheel - add	10/11/12

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Date:

Accepted-Station:

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